BROADCAST FROM

The New York Office 404 East 55th Street, New York

Vol. II March 15, 1934 No. 6

MUST BOOKS

March 30

Thayer, Tiffany DOCTOR ARNOLDI Julian Messner

It is so poor that it is a temptation to eliminate it from the "must books" - but the fact remains that there is a Tiffany Thayer market, a large and avid one, and that the average bookshop cannot afford to ignore the demands of the public. However, I venture to prophesy that this book is so definite a drop from previous achievements of the author, that it will materially reduce the second wind of the sale, so don't plunge.... The theme revolves around the somewhat hackneyed idea - what would happen if death were conquered. And the development is neither particularly original nor particularly interesting. There is less sex than the Tiffany Thayer market banks on getting - and what there is, is dragged in, willy nilly, to no good end. Previously, one could count on adroit story telling. This time, that fails. Extensive advertising - and previous records - will build up a sale. $2.50

April 2

Mencken, H. L. TREATISE ON RIGHT AND WRONG Knopf

P(ersonal) B(ookshops) The Mencken market is not very large, but it is assured and this is a book all Mencken fans will want, a companion volume to his TREATISE ON THE GODS. Against a very interesting and not too scholarly background history of the developments of codes of practice and thought, he gives his own philosophy of life and morality. Very stimulating, often controversial, not intended for the conventional minded, nor for those wedded to conventional religion, but the Mencken crowd will think it - perhaps - more conservative than they would have expected. The answer is here to his views on Biblical history, Roman Catholicism, birth control, Protestantism, Fascism, Communism, the New Deal, the family as an institution, and so on. The book has only just been announced and is being rushed through. An extensive advertising and promotion campaign and a popular press are assured. $3.00

Probably mid April

Fitzgerald, F. Scott TENDER IS THE NIGHT Scribners

P.B. Again an author who has built up a more or less established market, and his non appearance (in book form) over a period of several years, has stimulated interest in this first full length work since the publication of THE GREAT GATSBY. A story of a psychiatrist, and of his lovely wife - a marriage, on the surface ideally happy, but eaten underneath by the insecurity of its basis, and the coils that riches have placed around the husband. Against a background of the Riviera, of Paris, of Switzerland and a mental sanitarium, the drama is played out. The comparison with PRIVATE WORLDS, which is inevitable, is not a sound one. The selling point of this book is the story itself, the almost morbid fascination of the lurking mystery, the deft shift of atmosphere from the gay nonchalance of the Riviera sands, to the horrors

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of the tragedy in a Paris hotel, and the final, and rather unexpected denouement. The psychological aspects are neither so sound nor so interesting as the Bottome book. This is for a less serious audience - though not the college crowd that drank in his early books. Not wholly satisfactory, in final analysis - but good reading. Headlined as the leading book on the publisher's list and sure of a good send-off. $2.50

Special Note: Five books picked from the balance for special note, three non-fiction, two fiction. THE LONG ROLL ON THE RHINE (Col. Alexander Powell) among the books on current problems; WHITE CAYUGA (John Vanderveer Deuel) for first class escape reading; STARS FELL ON ALABAMA (Carl Carmer) which may prove "a natural"; JONAH'S GOURD VINE (Zora Hurston), for the Julia Peterkin - DuBose Heyward audience; THE LAND OF PLENTY (Robert Cantwell) for the realists.

PROBLEMATICAL BOOKS - Fiction

April 5

Gubsky, Nicolai — BITTER BREAD — Holt

Essentially Russian in handling as well as in theme, though the setting is Northern England, and the situation an all-too-common one, a young couple, forced by circumstances, to intercourse with neighbors who do not see life as they see it, nor offer any basis of congeniality. The girl is wholly Russian - the man half English, and they find social adjustment to their environment almost impossible and arouse suspicion and lack of sympathy, even in those who seem closest to them. Unemployment, a change of attitude on the part of the man toward the Soviet standards (a change forced by circumstances) all this comes between them, and finally the break comes. Skillfully handled - but not in the human, sympathetic way that made LITTLE MAN, WHAT NOW? a masterpiece. This is significant, if a first novel, but not a book slated for wide popular appeal. $2.00

April 11

Coyle, Kathleen — MORNING COMES EARLY — Dutton

A story that is so well written that one wishes the theme had been better chosen, and made more convincing. As it is, one wonders - who cares? A Spanish mother, an English father - normal, hearty, friendly, but a bit of a wanderer from the home-fires, two very English daughters, and a son, the favorite of his mother, who disturbs her by falling in love with a girl of the neighborhood, secretary in his and his father's office. The affair is brought to a head, during the last illness of the father, and the fact is revealed, that both the son and the girl are illegitimate children of the same father, by different mothers. And that's the end. $2.00

April 18

Leitch, N. S. — SARA ALONE — Doubleday, Doran

A story of loneliness - in spite of love and a certain degree of happiness. An interesting psychological study of two characters in juxtaposition, with the husband a bit too unpleasant, too spoiled and selfish, to arouse any sympathy. The setting is Spain and Provence. Simply told, and at times interesting, but not an important book, though it might have a fair circulating library appeal. $2.00

Morris, Gouverneur — TIGER ISLAND — Dutton

Just to prove that castaways have still their day, Gouverneur Morris gives us a somewhat new approach in this story of a famous animal hunter and a pretty

animal trainer thrown by circumstances together in charge of caged wild animals on a Chinese owned vessel in the Pacific. A wreck - just as they find they do not hate each other - a volcanic island - and the beasts they set free, their worst enemies, such is the skeleton of the tale. For circulating libraries, of the lighter type. $2.00

April 19

Mosk, Lona IN A NAZI GARDEN Vanguard Press

A fragmentary thing - and yet, in its simple way, it holds the essence of the problem the average man and woman has been facing - is facing - in Nazi Germany. A slight story of a young couple, living without benefit of clergy as man and wife, for a short time, in a suburban household, where prejudice runs rife and nationalism is fostered to a fantastic degree. One gets the insidious creeping into their haven, of the fears and terrors engendered by overheard comments, by passing storm troups, by the sudden disappearance of the unoffending gardener - for the girl, though an American, is a Jewess, the man, a "pure blood German". There is not enough substance here to warrant an extensive sale - but there is, by implication, the whole tragic story. $2.00

April 23

Cantwell, Robert THE LAND OF PLENTY Farrar & Rinehart

P.B. I didn't like it. But I couldn't stop reading it. And I can't forget it. A book for the James Cain audience - hard-boiled realism, with an industrial theme; a proletarian novel, written in staccato style, flashlight after flashlight, revealing the men in different parts of a northwestern factory, the owners in their homes, the underlying bitternesses and resentments and fears, each level for the level above. Poverty - depravity - lusts and passions - struggles and hopes - and at the end despair. The whole to do over again. An indictment of our social system, of the labor situation, and yet never consciously a propaganda novel. Of interest to men, primarily. $2.50

April 26

Baptist, R. Hernekin WILD DEER John Day

A poignant story of the racial problem in South Africa, as seen and realized by a gifted American Negro, eager to carry to the whites in Africa the message that his people have possibilities of culture and civilization, given a chance. One shudders at the humiliations he faces, the shattering of his hopes and ideals - and yet one realizes its inevitability. A book that should be of vital interest to that growing public concerned with the Negro problem. Beautifully written. $2.50

May 2

Van Dyke, J. PEKING MADNESS Doubleday, Doran

P.B. CHINESE LOVESONG - published in 1933 - did not have the success it deserved. Perhaps this will bring the author to a wider public, a public increasingly interested in the problem of the Occidental in the Orient. Mr. Van Dyke writes with authority - his picture of the British colony in Peking rings true, with its petty jealousies, its unbreakable social codes, its suspicious attitude towards anything it cannot understand. Again it is the story of a mysterious and lovely woman, seeking escape from her past in a foreign city - and finding no escape. A good story. $2.00

Pertwee, Roland PRINCESS BY PROXY May 11 Houghton, Mifflin

A dull and machine made Graustarkian slapstick comedy, amateurishly written. Blend a cheap imitation of CONNECTICUT YANKEE IN KING ARTHUR'S COURT with the Marx

Brother's picture DUCK SOUP in a story of adventure, romance and farce. $2.00

Niles, Blair — MARIA PALUNA — Longmans, Green

Guatemala during the period of the Spanish Conquest, and the central character an Indian girl of the Quiché race, proud and passionate, and loving with the whole of her being, one man from childhood to death. The romance is stereotyped and immature in the telling - but the background is full of color and glamor and poetry and drama, and the picture of the Indian civilization, destroyed by the Spaniards, is vivid and unforgettable. Blair Niles is at her best in non-fiction - and therefore in the factual portions of her novels. This should have a good circulating library appeal, and might have a plus sale for older girls. $2.00

May 11

Hatch, Eric — ROAD SHOW — Little, Brown

Not so amusing as FIVE DAYS, but none the less a gay, light-hearted tale, with a few chuckles, many smiles, but no loud laughter. Not ribald, but fun to read. A Wall Street wizard finds vagabonding on the roadways more health-giving than luxuriating in a sanitarium, especially with the odd assortment of traveling companions he collects. Adventures and misadventures and romance come his way. $2.00

May ~~15~~ 3

Hurston, Zora — JONAH'S GOURD VINE — Lippincott

P.B. An exceptionally fine negro story - written from the inside - essentially human, pulsing with the rhythms of the race, filled with emotional value, colorful, dramatic, alive. John, a "bright skin", adored by his mother, hated and feared by his foster father, pursued by all the girls on the plantation to which he goes when he leaves home - a full-blooded, highly strung, healthy animal - is the central character. And his career, bringing joy and sorrow, pain and blessing, in his rise to fame as the greatest preacher of them all, and his fall from the pedestal, is epochal in the telling. Written by a negress, there is a note of authority - but its ultimate value rests on its own merits as racial document and a good tale. $2.00

<u>Received too late for inclusion in an earlier bulletin</u>

DeJong, David Cornel — BELLY FULLA STRAW — Knopf

A story of man's complete frustration in the midst of material accomplishment. The tragedy of Harmen Idema, who came to the promised land, with his family, and found there disillusionment, stark ugliness, no comforts, ease nor beauty. The veneer of a new civilization separates him from his children, except for the youngest. His attempts at sexual adventure after his wife's death give only momentary release. The old Dutch customs and his own philosophy occasionally lift the gloom, and even his dependence on his youngest child begins to assume an unhealthy hue, so that he leaves for the Motherland, to break the spell that binds them both. There is vigor, perception, truth, a certain grandeur, but too great insistence on vulgarity and a minor key. The kind of book that it is hard to place. $2.50

Still Waiting for Material on

Celine, Louis-Ferdinand — JOURNEY TO THE END OF THE NIGHT — Little, Brown

Scheduled for April ~~16~~ 23th - but nothing available. Plenty of advance blowing of trumpets - and $5,000 scheduled for advertising and promotion. Watch for it.

NON - FICTION

March 28

Deuel, John Vanderveer — WHITE CAYUGA — Houghton, Mifflin

P.B. Here's a book for your Halliburton market, for those who liked Ditmar's THRILLS OF A NATURALIST'S QUEST and the Beebee books. First class escape reading, with a unique mixture of humor and essential humanity....In the Yacht Samoa II three adventurous scientists set out with a crew of 12 and a super steward, for specimens of reptiles, bugs, beasts and butterflies in the Valley of Creeping Death along the Amazon, the shores of Patagonia, Devil's Island, Tierra del Fuego - from Panama to the Antarctic. Romantic adventure and the scientific quest in perfect combination - release from boredom for the men at desks, in the grip of the machine age, and for the curious minded of every age and sex. The boat becomes a traveling zoo. And the adventures read like maddest fiction. $3.00

April ~~3~~ 17

Browne, Lewis — HOW ODD OF GOD — Macmillan

P.B. An objective account of the Jews today - and an analysis of the reasons for their situation and their characteristics. A psychological study of the reasons for the persistence of the Jew through ages of persecution, centuries of trial and inquisition, torture and disdain. The Gentiles, through forcing him to live apart, by keeping him out of pursuits in which the Gentile feels he excells, by making him the money changer and the merchant of the world, has kept him alive as a separate entity. A philosophy of Jewish history - a psychology of Jewish character and life. Singularly pertinent at the moment and should be of interest to thoughtful readers everywhere, whether Jew or Gentile. Not - however - so popular a book as THIS BELIEVING WORLD. $2.50

4/3

Hillquit, Morris — LOOSE LEAVES FROM A BUSY LIFE — Macmillan

The leading protagonist of the Socialist Party gives glimpses from the memories of his life in Socialism, and writes a book that is, in essence, the history of Socialism in America, a "must book" for everyone interested in the subject, practically or academically. Filled with vivid pen portraits of such outstanding radicals as Scott Nearing, Robert LaFolette, Eugene Debs, Norman Thomas, and so on. Full of anecdotes of the dramatic points in the history of American Socialism - the case for the expulsion of the socialist legislators in Albany, the trial of the editors and owners of The Masses - political, social, economic, human, the picture unfolds. $2.50

Powell, Col. Alexander — THE LONG ROLL ON THE RHINE — Macmillan

P.B. Germany today - and the reasons for the birth of the Nazi movement and the rise of Hitler in the major blunders of the Treaty of Versailles, in the corruption of the Second Reich, and the dangers of Communistic schemes. Excellent portraits of Hitler and his cabinet. The treatment of the Jews is not condoned, but explained more satisfactorily - and more sympathetically - than in any, as yet published - book of other than Nazi origin. He analyzes the contribution Hitler has made so far to his country in government reforms, in uniting the people, in arming the nation. The book closes with an exposure of France and an insidious arraignment of European policies, and puts it up to France to choose between supporting Hitler or Communism in Germany. A fascinating picture of Germany today, done in popular journalistic fashion. Generalizations may bring down on his head the scientific historians; his position will antagonize the Jews. But on the whole the book is challenging, strong and seemingly sound in its conclusions. And with it all, excellent reading. $2.50

April 17

Vercel, Roger — BERTRAND OF BRITTANY — Yale Press

P.B. See report (P. 49) on THE BLACK EAGLE. Here is the other Bertrand biography, mentioned in that report. The two are amazingly close in substance and treatment, and both make first class tales of cloak-and-sword variety. A bit more scholarly in approach, this has, perhaps, a more permanent place on library shelves than the other, which reads as frankly good adventure. There is in this, too, a somewhat closer attention paid to the background of life in those days, with one section, for instance, going into some detail regarding the fortresses of the Chieftains of the Companies that harrowed and laid waste the land. There is more of the Spanish campaigns of Du Guesclin's career - less of his boyhood and early youth. The name of Vercel carries new meaning in view of the American - French award to his novel of modern Brittany, IN SIGHT OF EDEN (published by Harcourt, Brace - March 15th).
$3.00

April 18

Wilczek, Count Hans — GENTLEMAN OF VIENNA — Reynal & Hitchcock

Vienna - 1837-1917 - and the picture of an aristocrat of the old régime, a favorite of fortune, to whom - in one lifetime - it was given to live in courts, to know famous people, to obey his whims and grant his own slightest desires for cultural and intellectual and adventurous pursuits. Travel and pursuit of game, the seeking out of treasures of art for the restoration of old castles, acting as Court Chamberlain during the reign of Francis Joseph, as master of ceremonies and official host of countless men of rank and nobility - such was his life. And he has told his story, dictating it in his last days, before the close of the World War, to his granddaughter, so that we may reconstruct a picture of those dream days. If the style seems a bit old-fashioned and pedantic at times, it is after all, in keeping with the period.
$3.00

~~April 19~~ ~~5/10~~ July 1.

Carmer, Carl — STARS FELL ON ALABAMA — Farrar & Rinehart

P.B. What Cable did for Louisiana, Carmer has done for Alabama in this extraordinary book. Fascinating reading - and with the Scottsboro Case centering attention on Alabama, it comes at a good time for stimulating live interest. One gets a strange, conflicting, conglomerate mass of evidence - the picture of a state as far removed from our eastern seaboard civilization as the African jungle. A state that combines the gentle traditions of southern hospitality, the crudities of the folk of back mountain districts, the primitiveness of the jungle negro, the ruthlessness of the Klu Klux Klan, modern version, the childlike simplicity of a race which has developed its own folk lore and folk music and folk dancing. Along with this he has given enough of the actual folk songs and tales to build a new facet of Americana. Duels - lynchings - voodoo - exist side by side, with proud traditions of descendants of Spanish conquistadors, gay creoles, enigmatic Cajans, remnants of Indian tribes, descendants of Scotch and French settlers. A goldmine of information, graphically presented, Sell to any customers interested in Americana - current and past. And to anyone who has imagination enough to get the thrill out of discoveries near at hand.
$3.00

April 23

Maanen-Helmer, E. J. van — WHAT TO DO ABOUT WINES — Smith & Haas

Written to help the reader who wants to learn for himself what to do about wine; how to order, how to keep, how to taste, and when to drink it. A reference

book, containing data on proper cellar conditions, best vintage years, and so on. Contains a "cellar record" with a number of pages of blank forms. $2.00

~~April 26~~ April 17

Williams, Frankwood RUSSIA - YOUTH AND THE PRESENT DAY WORLD Farrar & Rinehart

A little more than half the book concerns itself with youth and Russia and a study of the mental hygiene situation under the Soviet régime. The balance of the book deals with Doctor Williams' theories of life and religion and present day youth problems. In view of the constructive and creative work he is doing in mental hygiene in our educational system, he is well qualified to speak with authority, and to be studied seriously by readers interested in educational and social problems of young people. Sane, balanced, a bit radical on points pertaining to religion and sex instruction. His Russian experiences and investigations have brought him to a very sympathetic and fairly enthusiastic attitude toward to salutary effects of the Russian system on the mental hygiene of a whole people - as preventive medicine rather than curative. His chapter comparing the Russian and American methods of education is a challenge to everyone concerned in educational problems. $2.50

Late ~~April~~ ~~May~~ Apr. 24

Field, Rachel GOD'S POCKET Macmillan

An oddly intriguing bit of Americana - the story of Captain Samuel Hadlock of Cranberry Isles, Maine, of his four years' trip as master showman, to Europe, with a collection of relics of the Far North, including two live Eskimos, of his love and dramatic marriage to a German maiden, of his adventures and misadventures and the glimpses of the erratic life he led, with all extremes of riches and poverty, and finally of his return to Maine with his bride. Told with sympathy and flashes of humor and real understanding of the man, and illumined with occasional extracts from his diaries and letters. Watch this. It might just happen to catch on - witness the history of JULIA NEWBERY'S DIARY. $2.50

<u>Received too late for inclusion in an earlier bulletin</u>

Prepared by the 20th Century Fund, Inc. STOCK MARKET CONTROL Published by D. Appleton-Century

Finished, edited, and rushed to press - and issued within the month - hence no advance material available. A timely and important book, for every man interested in the subject. An objective picture of the situation as it is today - discusses questions of investor-protection from the viewpoint of speculation, pool manipulation, corporation reports, public exchange control, etc. Sane body of recommendations for corrections of evils. Large number of graphs and charts and lists of key facts. The result of a survey carried on by 30 leading economists. $2.00

March 15

Anonymous CHILDREN OF THE POOR Vanguard Press

Two books published in 1933 may give the key to the market for this:- Pat O'Mara's THE AUTOBIOGRAPHY OF A LIVERPOOL IRISH SLUMMY and in lesser degree George Orwell's DOWN AND OUT IN PARIS AND LONDON. This is more emphatically an indictment of our social system than either of the other books, in that it places at the gates of society itself the responsibility for causes of crime, poverty, degradation.

The autobiography of a lad who grew up in the worst slums of a New Zealand city - and an arresting, if sordid, human document. $2.50

Montague, J. F. "I KNOW JUST THE THING FOR THAT" John Day

A famous specialist on rectal and intestinal diseases gives advice to "patients without doctors and doctors without patience" on the subjects of diets, constipation, colitis, headaches, insidious carthartics and patent medicines. His carol is of fresh vegetables and fruits, plenty of water and common sense living. Chatty style - and covers a multitude of physical symptoms and prevalent human weaknesses. Good book for the household of unimaginative addicts to drugs and stupid living and to all unaware of the first principles of health. $2.00

RECOMMENDED MYSTERIES, WESTERNS AND THRILLERS

April 3

Knox, Ronald A. SETTLED OUT OF COURT Dutton

A mental twister, well constructed, with plenty of legitimate clues. The setting is a house-party of oddly assorted guests; the body is found in a silo! $2.00

April 4

Allingham, Margery DEATH OF A GHOST Doubleday, Doran

Story centers around art and the Academy in London, and involves the faking of paintings and a mad critic. Strange events evolve from the will of a painter. $2.00

Hendryx, James B. YUKON KID Doubleday, Doran

A story of a youth who finds gold and loses love; and of a girl who is lost in the mazes of Seattle, where she flees from peril to peril and to final safety. $2.00

Yardley, Herbert O. THE BLONDE COUNTESS Longmans, Green

A spy story of the World War - the Washington Black Chamber, and good melodrama involving the diplomatic service, the head of the B. C. and his secretary. $2.00

April 5

Moxley, F. Wright THE GLASSY POND Coward, McCann

Not strictly a mystery - but rather a backward murder story, beginning with the crime, and working back through the strange history of the murderer. $2.00

April 19

Meynell, Lawrence W. THE GENTLEMEN GO BY Lippincott

An ace one Scotland Yard story, in which acting as house agent leads a youth into mad adventures involving secret drug traffic and importation of forbidden goods. $2.00

April 27

Yates, Dornford — STORM MUSIC — Minton, Balch

A gangster yarn, of modern days, told in the Graustarkian manner. A romance develops when the hidden witness of a strange burial goes to the employer of the dead man and offers his services. Rattling good tale, well written. $2.00

May 2

Stuart, Palmer — PUZZLE OF THE SILVER PERSIANS — Doubleday, Doran

A Persian cat is prime witness to a murder, and much of the action takes place on board a liner, from which a girl passenger has committed suicide. A traveling American woman, experienced in crime solutions, helps solves the mystery. $2.00

Gregory, F. L. — THE CIPHER OF DEATH — Harper

A good yarn in which members of an expedition to Persia meet sudden death on their return. A Frenchman beats the New York police to the solution. $2.00

Early May

Dutton, Charles J. — BLACK FOG — Dodd, Mead

Better adventure than it is mystery, this story of the invention of a mystery gas, which takes place on the outskirts of an estate on the Atlantic seaboard. $2.00

Changes in Prices and Publication Dates

Wharton, E. - A BACKWARD GLANCE (Appleton) from March 9 to April

ben Meyr, B. - YOUR GERMS AND MINE (Doubleday) from March 21 to April 4

Guedalla, P. - THE QUEEN AND MR. GLADSTONE (Doubleday) from March 7 to April 4

White, S. E. - FOLDED HILLS (Doubleday) from April 18 to May 16

Lamb, D. I. - THE INCURABLE FILIBUSTER (Farrar) from March 22 to March 26

Kaye-Smith, S. - SUPERSTITION CORNER (Harper) from April 4 to May 1

Price, M. E. - MONKEY DO (Harper) price changed from $2.00 to $1.50

Pound, Arthur - ONCE A WILDERNESS (Reynal & Hitchcock) from March 21 to April 4

Craven, Thomas - MODERN ART (Simon & Schuster) from late March to late April

Rothery, Agnes - SWEDEN (Viking) price changed from $3.00 to $4.00